Case Study
DEUTZ AG

CAS Merlin CPQ

Powerful. Intuitive. Exciting.

Consistently efficient thanks to digital power

With a heritage of 160 years, DEUTZ AG is one of the world's leading manufacturers of innovative engines. To ensure seamless communication with clients and sales partners, the company relies on an end-to-end process from quotation to order, supported by CAS Merlin CPQ.

With over 5,000 employees worldwide and around 1,000 sales and service partners in more than 120 countries, DEUTZ manufactures engines for construction and agricultural machinery, material handling applications such as forklifts and hydraulic lifts, as well as utility and rail vehicles. The core competencies of the publicly traded company, headquartered in Cologne, lie in the development, production, sales, and service of off-road engine solutions with a power range of up to 620 kW. Their current portfolio ranges from diesel, gas, and hydrogen engines to fully electric ones.

High demands due to high complexity

"Our client projects are often highly complex and usually take two to three years from first contact to the serial manufacturing of an engine," says Michael Wild, Head of Engineering Change Management & Technical Sales Support. "In the process, we adjust individual demands, refine technical specifications, and in particular test different variants. "To digitally capture this complexity, in 2022 DEUTZ decided to implement the product configurator solution CAS Merlin CPQ, with significant involvement from its internal IT and sales teams.

A seamless process from quote to order

The main goal of the implementation was to create a seamless and transparent process to manage complex client demands and ensure smooth collaboration among all involved, both internally and externally. "Our key priority was to streamline the entire process from product configuration to quote creation and order placement," Michael Wild concludes.

Flexible standard functionalities instead of complex custom development

DEUTZ engines are continuously developed and adapted for various use cases. The product configurator thus needed to enable new product variants quickly, easily, and error-free while remaining open to additional technical specifications. In the first step, the existing process flow was carefully analyzed to ensure that the new configurator would meet the specific needs of complex client projects.

"Since CAS Merlin CPQ already includes the required functionality as a standard feature, we were able to avoid costly custom developments while still implementing a flexible solution tailored to our needs, which was a major advantage for us," Michael Wild adds.

New level of project communication

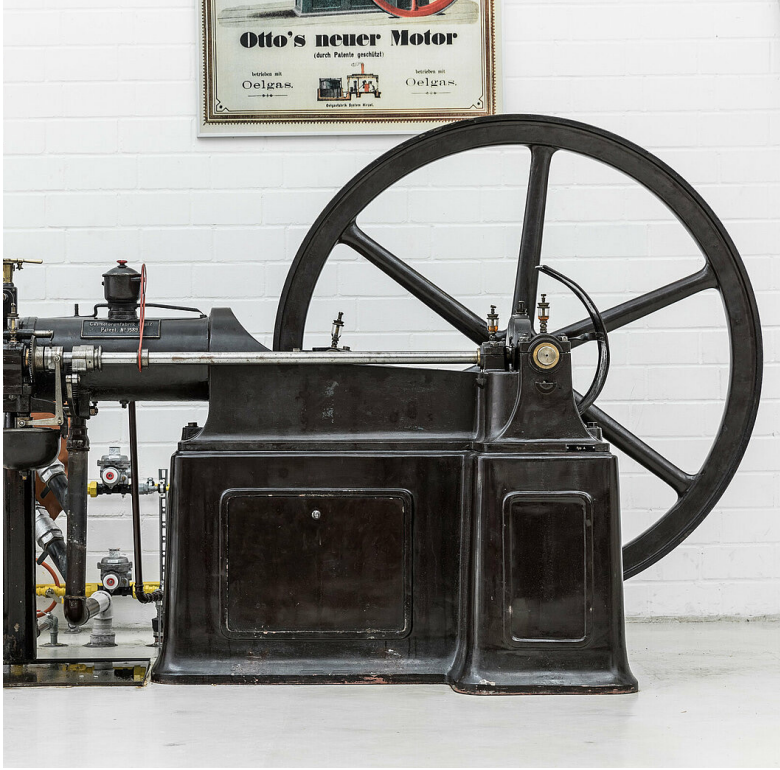
Another key factor in the successful implementation was the integration of the AIA Collaboration configurator module for internal release processes. Thanks to the user-friendly and intuitive interface, employees can directly access the current project and actively engage in the quoting process, such as by adding comments directly to the proposal, rather than having to rely on e-mails or phone calls.

SAP S4/HANA compatibility

Seamless integration with the existing S4/HANA ERP system is also crucial for subsequent order processing, ensuring a stable connection to production, such as for creating orders. The configurator was designed to automatically and seamlessly transfer the created offers and configurations into the system without errors. “This ensures that all departments have access to the most up-to-date data at all times, allowing them to collaborate efficiently based on this information,” emphasizes the CPQ project manager, highlighting one of the key requirements.

Accomplishments and benefits

Since implementing CAS Merlin CPQ, DEUTZ has significantly improved their sales and configuration processes. "Previously, it was relatively difficult and time-consuming to efficiently manage the numerous changes and variations in customer projects. Now we can work together much faster and more transparently thanks to a consistent digital workflow,” says Michael Wild.



Investment security through solution and expertise

Being able to present the many different product variants clearly and comprehensively has helped the DEUTZ sales teams offer solutions more quickly and efficiently. This has particularly improved DEUTZ's competitiveness in the B2B sector. Thanks to seamless integration with the ERP system, the created configurations and quotes can be automatically transferred to the SAP system and converted into orders without manual rework.

"With CAS Merlin CPQ, we have found a solution that not only accelerates our processes but also significantly improves future collaboration with our sales partners and customers," says Michael Wild with satisfaction. “We highly appreciate the collaboration with the CAS Merlin CPQ team, both during the implementation and the ongoing support, and see it as an exchange on equal terms. Beyond the solution itself, the expertise and vast experience of the CAS team have contributed to the investment paying off in a very short time.”

CAS Merlin CPQ at a glance:

Easy control
Product and quote configurator for easy control over your quote and sales processes

Central knowledge base
Central pooling of all employee know-how in the configurator software

Intuitive quote generation
Easy and intuitive quite generation creating error-free quotes

Quick response time
Enabling quick reaction time to individual requests

Find out more now

Are you interested in quote and contract configuration? We're here to help!

More testimonials:
https://www.cas-merlin.de/en/references

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